



October 31, 2017

Ms. Holly Wolcott
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

RE: 3rd Quarter Report – Hollywood Media District
Contract Number: C-125070

Dear Ms. Wolcott:

On behalf of the Hollywood Media District, please find below the 3rd Quarter Report Board, I would like to present the 3rd Quarter Report. The below report discusses the status and progress of the various District programs, improvements and activities pursuant to the City Contract #C-125070.

**3rd QUARTER ACTIVITIES
July, August, September 2017**

- 1. SECURITY:** This quarter began with Andrews International Security Services as Media District's new security service provider. Service continued with unarmed foot, bike and a vehicle patrol. Also, the Media District's Security Officers continued to work closely with the LAPD Hollywood Division to reduce crime and to ensure the safety of people and property in the BID. Every month the BID's Safe Committee has continued to meet on various issues ranging from homelessness to community outreach. Our Safe Committee chair reports monthly at our Executive Committee as well as the Board of Director meetings.
- 2. MAINTENANCE:** Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, parkways, gutters, driveways and tree wells. LABT also removed stickers and

painted over graffiti on buildings, trees, poles, utility bases or other surfaces on a daily basis, and they pressure wash bus stops regularly throughout the District. For this quarter LABT picked up and removed 3803 bags of trash, painted out 8874 sq. ft. of graffiti, and picked up and removed 297 bulky items. LABT provides monthly status reports at the Clean & Green Committee, and in turn the Clean & Safe Committee Chair updates the Board at the regularly monthly Board of Directors meetings.

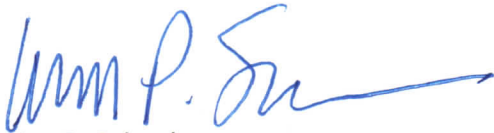
3. MARKETING: The Media District's new logo was officially announced at the Annual Stakeholders Meeting held on September 28th, 2017. Additionally, the BID successfully launched a Social Media campaign and since going live on September 22nd, 2017, the BID has received 1,158 impressions across Facebook, Twitter and Instagram. We expect that the number to grow with a full months post under our belt as well as continued sharing and following. Even with the limited amount of exposure the campaign has received 68 engagements from users, nearly 2/3 of which have been generated from Facebook. The Media District's new website is nearing final completion and it is anticipated to be launched early next year. Informative updates and meeting announcements have continued to be posted on the BID's existing website www.mediadistrict.org.

4. ADMINISTRATION: The Media District has continued to working with Urban Place Consulting regarding the BID's early renewal in 2018. Additionally, the BID has engaged Sheppard Mullin and Richter & Hampton LLP to develop feasibility strategy on a Specific Plan for the Hollywood Media District BID. Financial Reports have been presented at monthly Finance and Executive Committees as well as the monthly Board of Directors meeting. Staff is proactively working on various issues of security, landscaping, parking, marketing as well as the day to day administrative issues.

Budget Category	Annual Budget	3rd Quarter Amount Spent	Y-T-D, 2017 Amount Spent	Projected 4th Qtr, 2017 Spending
Security	866,259	122,961	442,469	125,100
Streetscape	323,011	72,236	247,307	87,200
Marketing	71,319	64,921	100,066	26,750
Administration	218,209	60,800	243,351	69,400
Total	1,478,798	320,918	1,033,193	308,450

Should you have any questions regarding the foregoing 3rd Quarter report, please feel free to contact me by email lisa@mediadistrict.org or phone 323-860-0025.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lisa P. Schechter", with a long horizontal flourish extending to the right.

Lisa P. Schechter
Executive Director
Hollywood Media District BID